



FY 2003 Top 200 Users Survey Report

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PREFACE

TOP 200 USERS SURVEY REPORTING CONDUCTED BY THE DEFENSE TECHNICAL INFORMATION CENTER

The Defense Technical Information Center (DTIC) has surveyed its registered customers since 1999. There are two surveys conducted yearly:

Top 200 Users. Roughly 200 users defined in terms of dollar value of billing, number of documents ordered, and downloads from Secure STINET. All 200+ users were surveyed. Surveys were conducted from FY 2000 through FY 2003.

Customer Satisfaction Survey. A random sample of all users not included in the Top 200 Survey. Surveys were conducted in FY 1999, FY 2001, and FY 2002 and will be conducted in FY 2003.

A combined Annual Survey Composite Data Report was developed in FY 2001 and FY 2002. A similar report is planned for FY 2003.

The DTIC Performance Report, sent to the Defense Information Systems Agency (DISA), contains a report on overall customer satisfaction. This is derived from the Annual Survey Composite Data Report and reflects data from both the Top 200 Users Survey and the Customer Satisfaction Survey.

Top 200 Users Survey Results: How Do We Measure Up?

Since administering DTIC surveys, notable positive ratings of customer satisfaction performance have continued every year, and this year is no exception. Although the rating for 2003 of 79 percent has declined 3 points in comparison to last year, DTIC continues to surpass the Federal Government American Customer Satisfaction Index (ACSI) baseline/benchmark score. This is illustrated in the graph below.

Customer Service Elements	FY 2001 Top 200 Users Survey	FY 2002 Top 200 Users Survey	FY 2003 Top 200 Users Survey
DTIC Composite Scores	77%	82%	79%
ACSI Federal Government Benchmark*	68.6%	71.1%	70.2%
DTIC Excels by	+8.4	+10.9	+8.8

*ACSI is the official service quality benchmark for the Federal Government

Note: Data relevant to this chart is detailed in Part II

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FY 2003 Top 200 Users Data Summary

Part I: Introduction

Purpose: In Spring 2003, the Defense Technical Information Center (DTIC) conducted the FY 2003 Top 200 Users Survey. The purpose of the survey was to help DTIC (1) gauge the level of satisfaction among its core users and (2) identify possible areas for improving our products and services. This report describes the survey process, presents its results, and recommends actions on issues identified by survey respondents. Specifically, this report summarizes the results of the FY 2003 Top 200 Users Survey. It also compares findings from the FY 2001 and FY 2002 Top 200 user data. Collectively, the report allows us to evaluate and work towards the following objectives:

- To improve customer retention
- To determine the perceived quality of products, service and customer care
- To indicate trends in products, services and customer care
- To benchmark our customer satisfaction results with other federal government agencies

To ensure that we gained fundamental knowledge objectives from our users, the 2003 Top 200 Users Survey was specifically designed by querying our core users in six (6) categories listed below:

- Customer Service Experiences
- Global Customer Service Performance
- DTIC Online Services
- DTIC Products and Services
- User Demographics
- Communication/Access and Information Requirements

With regard to these six categories, users were asked to answer questions geared toward customer service factors: accessibility, accuracy, courtesy, helpfulness, knowledge, professionalism, responsiveness, and speed of service. Other questions targeted aspects of DTIC's products (i.e., customer involvement, quality and access) as well as adequate, useful and prompt information distribution.

Methodology: Web-based and e-mail surveys were the primary collection methods selected for this effort. One-on-one telephone interviews were used to gather contact information and, on occasion, to administer the survey. These multiple collection methods were selected not only to offer our users a variety of survey response options, but also to increase response rates.

The survey population universe for this effort was 213. The "Top 200" users were extracted from the total number of DTIC registered users based on total dollar amount spent on DTIC products and services, total number of documents ordered, and total number of document downloads (excluding those documents downloaded from Public STINET and WED). Those users with the highest figures were selected and considered to be our "core users." Statistically, the survey results are valid with a survey population of 213 users, a return rate of 60 percent, a confidence level of 95 percent and a 9 percent error tolerance. After two e-mail contact attempts and an intensive call effort, 127 users responded to the survey. The response rate for the 2003 Survey

increased dramatically to 60 percent in 2003 from the 15 percent response rate for 2002 (52 respondents).

Possible reasons 40 percent of 2003 Top 200 users did not respond to the survey are the following:

- Since user data was for 2002, could not contact user due to invalid contact information or user no longer with organization
- User would not answer survey (too busy, does not complete surveys, not familiar enough with DTIC to answer)
- User did not receive original survey because of e-mail server problems
- When contacted by phone, unable to speak with user or user did not return voice-mail from PROCAP staff.

Important Note: When considering the results of **Part I** of the survey process, it is important to recognize not only the characteristics of the core customers who could not be surveyed due to lack of valid contact information, but also the 40 percent of Top 200 registered users who either did not get the survey or who did not respond. Analysis of the survey results will always need to be tempered by considerations of who did or did not respond, and to what extent those who responded have the same characteristics or views as those who did not respond.

Comparative Analysis of DTIC Users FY 2002 Operational Data:

The operational data for the Top 200 users continue to demonstrate the importance of our core users. The 2002 Top 200 operational statistics show the high impact these users have on DTIC's overall business results. These core users account for more than half of both DTIC's total billing and documents ordered. Core users are also responsible for thirty-six percent (36%) of downloaded documents. These findings are illustrated in Fig 1.1. The chart breaks down the total FY 2002 billing and continues to show the importance of these core customers.

Comparative Analysis of DTIC Users Annual Billing, Documents Ordered, Downloaded Documents			
DTIC Operational Data	All DTIC Customers	Top 200 (213 actual users)	Overall % (Scale: 1-100)
FY 2002 Billing	\$410,000	\$253,366	62%
Documents Ordered	357,198	222,952	62%
Downloaded Documents*	9647	3439	36%

Note: Excluding those documents downloaded from Public STINET and Web-Enabled DROLS (WED)

Fig 1.1

Overall Findings

(Data relevant to the overall findings below are detailed in Appendix B)

Customer Service Issues

- ◆ Seventy-nine percent of surveyed respondents reported that they were satisfied with the level of DTIC's customer care. *(reference page 37)*

DTIC Offerings

DTIC Online Services

- ◆ Seventy-five percent of respondents rated DTIC Online Services quality as “Excellent” to “Very Good.” *(reference page 38)*
- ◆ Private STINET usage is increasing quickly, even though the product was just introduced approximately 1 month before the survey was released. *(reference page 10)*
- ◆ WED and Secure STINET were the most widely used DTIC Online Services when the survey was conducted. *(reference page 10)*

DTIC Homepage

- ◆ Top 200 respondents rated the overall satisfaction with the DTIC Homepage at 73 percent. *(reference page 40)*
- ◆ Accessibility, appearance, and content were the top rated quality factors for the DTIC Homepage. *(reference pages 39 & 40)*
- ◆ Of the top three user groups responding to the survey, Researcher/Analysts rated the overall quality of the DTIC Homepage the highest at 79 percent. *(reference page 15)*
- ◆ Ninety percent of users responding to the survey reported using the DTIC Homepage in the past 12 months. *(reference page 40)*

DTIC Annual Users Conference

- ◆ Only 30 percent of Top 200 users responding to the survey reported attending a DTIC Annual Users Conference in the past 3 years. *(reference page 40)*

User Demographics

- ◆ The majority of respondents were DoD employees. *(reference page 41)*
- ◆ Seventy-three percent of users responding were Librarians. *(reference page 41)*

- ◆ The vast majority of core users reported that they primarily act as information providers to others. (*reference page 41*)
- ◆ A significant majority of users reported being registered with DTIC for six or more years. (*reference page 41*)

Communications, Access and Information Requirements

- ◆ The vast majority of users find that their informational needs are being met by searching DTIC's collection. (*reference page 42*)
- ◆ The telephone is the preferred method for contacting DTIC. (*reference page 42*)
- ◆ Users are demonstrating an increased preference for using e-mail and/or internet when contacting DTIC in comparison to last year's findings. (*reference page 42*)
- ◆ Users reported they are satisfied that DTIC does an adequate job in communicating information about new changes in and/or enhanced products and services offerings, training opportunities, etc. (*reference pages 42 & 43*)
- ◆ Internet/Online Services are still the preferred medium for ordering documents, as they have been for the past 3 years. (*reference page 43*)

General Findings

- ◆ Core users continue to highly rate the importance of DTIC to the accomplishment of their business objectives. (*reference page 37*)
- ◆ Users reported that DTIC has a “high” to “very high” impact in supporting their overall mission. (*reference page 37*)
- ◆ Ninety-six percent of core user respondents would recommend DTIC to colleagues. (*reference page 38*)

Part II: Global Customer Service

Performance Rating Review

Overall Customer Satisfaction Performance Ratings:

Although DTIC continues to receive favorable customer care performance ratings, the 2003 rating is slightly down (3 points) in comparison to last year's rating. A majority of core users (79 percent) reported that they were satisfied with the level of DTIC's customer care. Fig 2.1 below reflects customer service performance over a 3-year period:

Comparative Analysis of Customer Satisfaction (Customer Care) Performance Rating

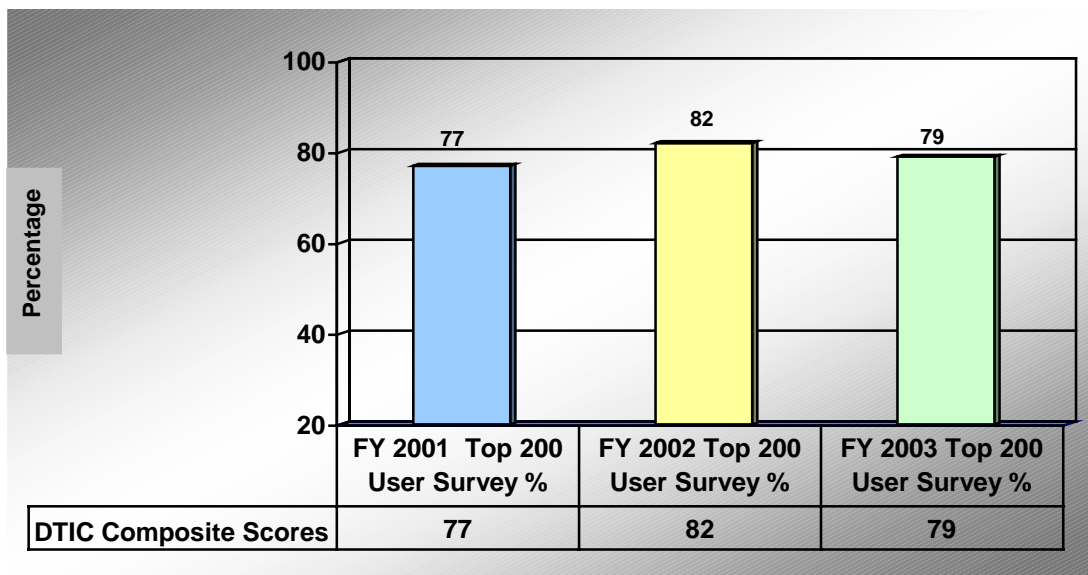


Fig 2.1

The customer satisfaction performance rating is generated by asking our users to rate their level of satisfaction with DTIC's customer care in 8 distinct quality areas. Those critical care elements and response data are displayed below in Fig 2.2. Of particular interest are the 3 quality factors: Accessibility, Responsiveness, and Speed of Service. Any change (positive or negative) in these factors appears to have a major impact on DTIC's customer performance rating. Fluctuations in these three factors from FY 2001 through FY 2003 drove the changes in DTIC's Customer Satisfaction Performance Rating.

Scores for Accessibility, Responsiveness and Speed of Service were generally higher in the 2002 survey than for either the 2001 survey or the 2003 survey. However, scores for the 2003 survey were higher for these factors than in the 2001 survey. Scores for Accuracy, Courtesy, Helpfulness, Knowledge and Professionalism remained fairly steady at high levels for all three surveys. Note that Accessibility, Responsiveness and Speed of Service are in large part dependent on automated systems, while the remaining care factors are dependent on customer support staff qualities. See Fig 2.2 for reference.

DTIC's Overall Customer Care Quality Factors/Elements	FY 2001 Top 200 Users Survey	FY 2002 Top 200 Users Survey	FY 2003 Top 200 Users Survey	Performance Gap FY 2002-FY2003
Accessibility (Easy to access staff)	63%	72%	72%	0
Accuracy (Provided correct info)	80%	82%	80%	-2
Courtesy	86%	88%	85%	-3
Helpfulness	85%	86%	84%	-2
Knowledge	81%	83%	83%	0
Professionalism	84%	86%	84%	-2
Responsiveness(Timely response)	69%	78%	74%	-4
Speed of Service	70%	78%	72%	-6
Overall Rating	77%	82%	79%	

Fig 2. 2

Comparative Benchmarking - Comparison to American Customer Satisfaction Index (ACSI)

DTIC's Customer Service Results:

- DTIC's customer service is compared to the **2002 Federal Government American Customer Satisfaction Index (ACSI)**, which surveys 53 different customer groups from 39 different Federal government agencies.
- The 2002 December aggregate ACSI score for the Federal Government fell to 70.2 percent from a record high of 71.3 percent.
- DTIC's composite data was matched for comparability with the common ACSI index scoring factors.
- DTIC's FY 2003 Overall Top 200 Users Customer Satisfaction composite score is 79 percent.
- When measured in terms of the 2002 ACSI, the DTIC rating is above the established federal baseline/benchmark score by +8.8 points.

Customer Service Elements	FY 2001 Top 200 Users Survey	FY 2002 Top 200 Users Survey	FY 2003 Top 200 Users Survey
DTIC Composite Scores	77%	82%	79%
ACSI Federal Government Benchmark*	68.6%	71.1%	70.2%
DTIC Excels by	+8.4	+10.9	+8.8

*ACSI is the official service quality benchmark for the Federal Government

Fig 2.3

Importance of DTIC to Accomplishment of Business Objectives and Mission Support:

Despite a slight decline from last year's numbers, the vast majority of respondents indicated that DTIC is important to the accomplishment of their business objectives (86 percent). See Fig 2.4 for more details.

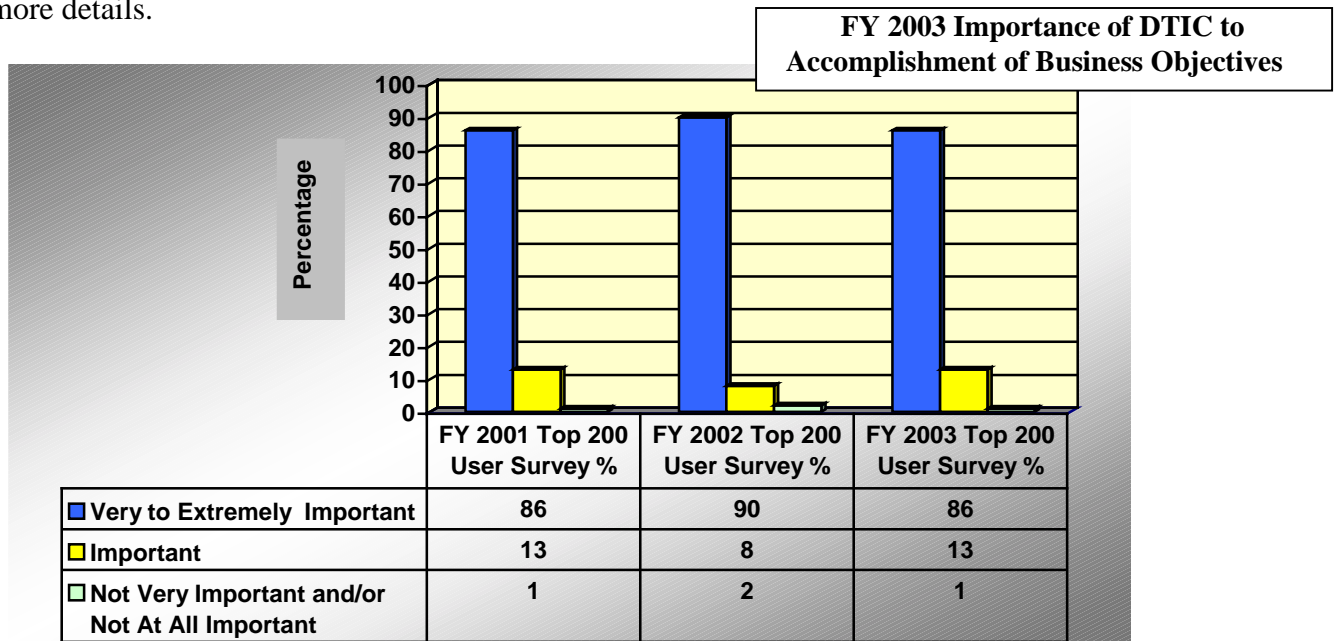


Fig 2.4

Eighty percent of Top 200 respondents reported that DTIC has a “high” to “very high” impact in supporting their overall mission. This is a 5-point decline in comparison to the previous year, but slightly higher than in 2001. See Fig 2.5 for more details.

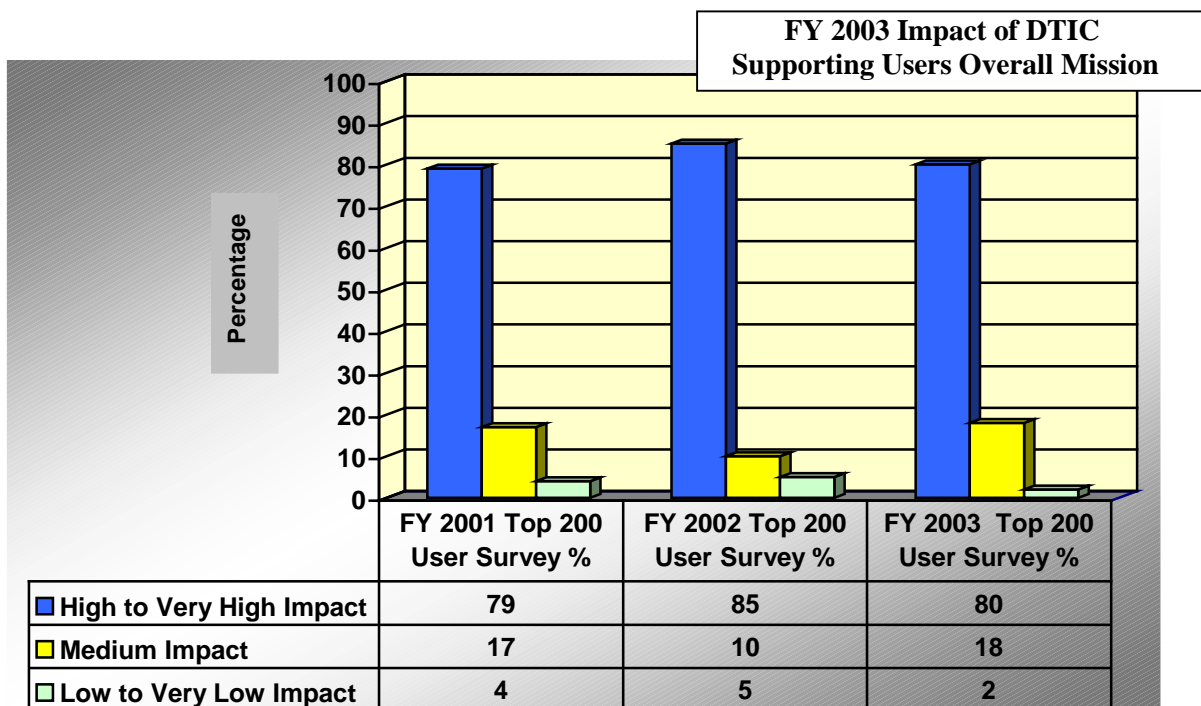


Fig 2.5

Recommending DTIC Product(s) and/or Service(s) to Colleagues:

Ninety-six percent of Top 200 respondents would recommend DTIC to colleagues. This is an indication of the respondents' positive evaluation of DTIC as a whole, but a slight decline from previous years.

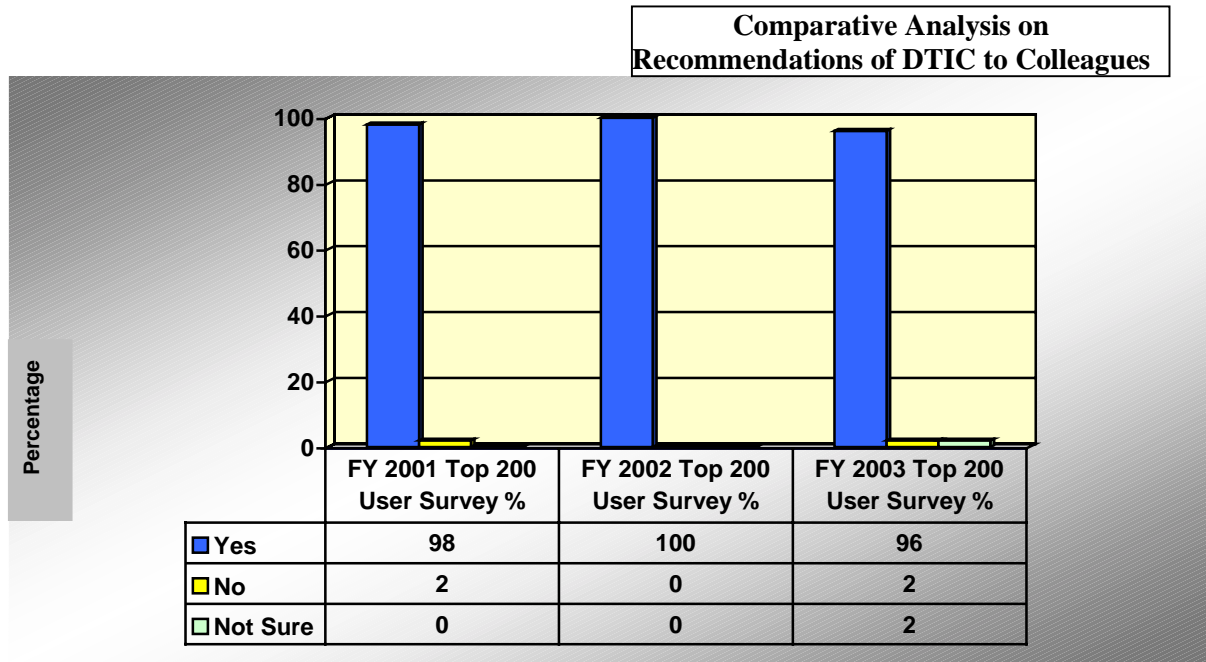


Fig 2.6

Part III: DTIC's Offerings

DTIC Online Services

DTIC Online Services Overall Satisfaction and Performance:

Users participating in the FY 2003 Top 200 Users Survey reported the following: 75 percent of users rated "Online Service Quality" as "Very Good" to "Excellent," 22 percent as "Good," and 3 percent as "Fair" to "Poor." These figures represent an overall increase in respondent satisfaction with DTIC's online services. The overall customer satisfaction rating for online services increased from 2002 (72 percent) to 75 percent. Individual quality factors and online services were not rated in 2003.

For the FY 2002 Top 200 Users Survey, users reported the following: 71 percent of users rated "Online Service Quality" as "Very Good" to "Excellent," 16 percent as "Good," and 13 percent as "Fair" to "Poor." Ratings for FY 2001 are detailed in Figure 3.1.

Comparative Analysis of DTIC's Online Services Satisfaction Rating

Top 200 Users Survey	Overall	Favorable	Neutral	Unfavorable
FY 2003	75%	75%	22%	3%
FY 2002	72%	71%	16%	13%
FY 2001	72%	71 %	20%	8%

Fig 3.1

The following identifies the online services quality rating segmented by the top 3 user groups: Librarians, Technical Information Specialists, and Researcher/Analysts.

Note: For Figure 3.2, the count of respondents in some categories is small, at times resulting in large percentage ratings. Total number of Technical Information Specialists responding to the survey is 12. Total number of Researcher/Analysts responding to the survey is 6.

Analysis of DTIC's Overall Online Services Satisfaction Rating by User Group

FY 2003 Top 200 Users Survey	Favorable	Neutral	Unfavorable
Overall	75%	22%	3%
Librarian	73%	23%	4%
Technical Information Specialist	78%	22%	0%
Researcher/Analyst	50%	50%	0%
FY 2002 Top 200 Users Survey	Favorable	Neutral	Unfavorable
Overall	71%	16%	13%
Librarian	67%	22%	11%
Technical Information Specialist	81%	2%	17%
Researcher/Analyst	85%	9%	6%

Fig 3.2

DTIC Online Service Usage:

Private STINET was created by the merger of Secure STINET and WED, and implemented just a month before the 2003 Survey. Usage data reflect that most online customers used Secure STINET, or WED, or both during the year, but were shifting rapidly to Private STINET. See Figure 3.3.

Online Services Usage Profile

Service	FY 2001 Top 200 Users Survey Usage**	FY 2002 Top 200 Users Survey Usage**	FY 2003 Top 200 Users Survey Usage**
Public STINET	68%	84%	21%
Secure STINET	63%	80%	31%
WED (formerly Unclassified DROLS)	76 %	84%	31%
Classified DROLS	24%	38%	25%
Private STINET	N/A*	N/A*	69%

Note: * Private STINET introduced April 2003. Data not available for previous years.

** Responses do not equal 100% since some respondents identified more than one service.

Fig 3.3

For those users responding to the survey, detailed products and services usage by the top 3 user groups is provided as follows:

Note: The 2002 top job positions in which the Top 200 User survey respondents categorized themselves are (1) Librarian, (2) Technical Information Specialist, (3) Researcher/Analyst/Program Manager, and (4) Engineer. Both Researcher/Analysts and Engineers have the same score (5 percent). In order to facilitate comparisons with earlier years, Engineers have been omitted from tables 3.4 and 3.5. See **Part IV - Demographics** for details.

Note: For Figure 3.4, the count of respondents in some categories is small, at times resulting in large percentage ratings. Total number of Technical Information Specialists responding to the survey is 12. Total number of Researcher/Analysts responding to the survey is 6.

**FY 2003 Comparison of Online Services
Usage for Top 3 User Groups**

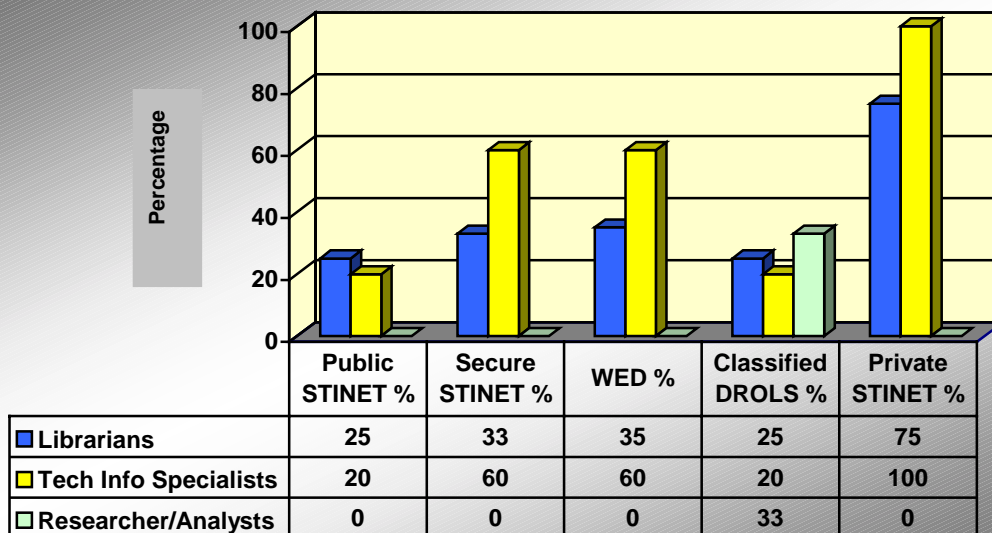


Fig 3.4

**FY 2002 Comparison of Online Services
Usage for Top 3 User Groups**

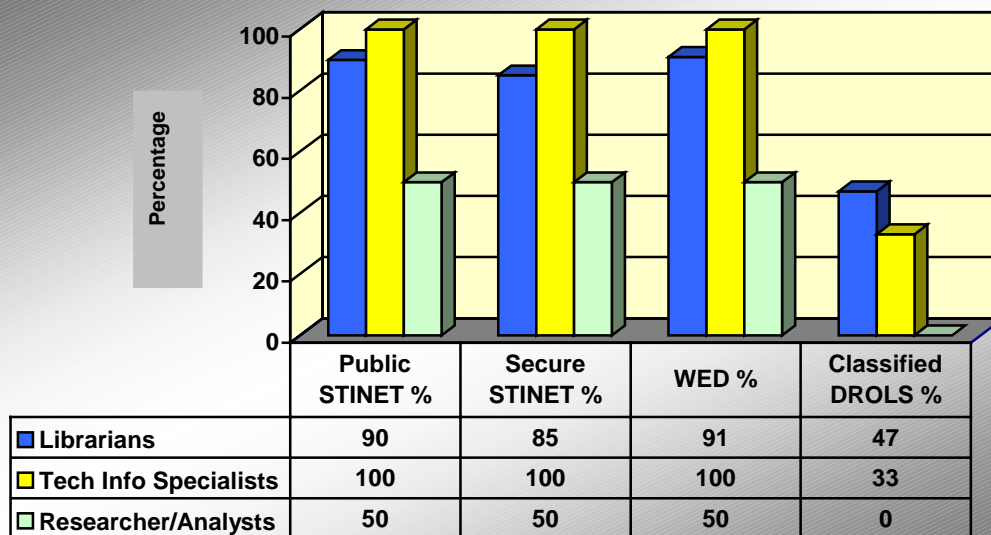


Fig3.5

DTIC Homepage Review

DTIC Homepage Satisfaction and Performance

In 2003, the majority of Top 200 users rated the DTIC Homepage at 73 percent with higher ratings for “Accessibility” and “Content.” For 2001, the majority of Top 200 users rated the DTIC Homepage overall at 68 percent with higher ratings for “Accessibility” and “Usability.” It should be noted that the DTIC Homepage was redesigned after the 2002 Survey and is strictly intended for the general public. Content for registered users is planned for later in 2003.

Comparative Analysis of DTIC Homepage Satisfaction Rating

FY 2003 Homepage Quality Factors	Excellent %	Very Good %	Good %	Fair %	Poor %
Accessibility (Easy to access site)	42	36	21	.9	0
Appearance (How doe the site look)	26	44	25	5	0
Ease of Use (Navigating the site)	18	41	34	7	0
Organization	23	38	31	7	0
Content	30	40	27	4	0

FY 2001 Homepage Quality Factors	Excellent %	Very Good %	Good %	Fair %	Poor %
Accessibility (Access to Site)	41	41	13	5	0.0
Ease of Use (Navigating the Site)	29	26	20	21	4
Content (Helpful, focused, understandable)	26	30	18	25	.7
Organization (Logically arranged)	25	26	24	24	.7
Usability (Information/service useful)	31	27	30	12	.7

Note: Comparable data are not available for FY 2002

Fig 3.6

Users responding to the FY 2003 Top 200 Users Survey were asked to rate the DTIC Homepage using several quality factors. The following identifies the DTIC Homepage quality rating segmented by the top 3 user groups, Librarians, Technical Information Specialists, and Researcher/Analysts.

Note: For Figures 3.7 through 3.11, the count of respondents in some categories is small, at times resulting in large percentage shifts. Total number of Technical Information Specialists responding to the survey is 12. Total number of Researcher/Analysts responding to the survey is 6.

Accessibility Overall Ratings:

- 78.4 percent of Users rated accessibility as “Very Good” to “Excellent” (*Favorable*)
- 20.7 percent as “Good” (*Neutral*)
- .9 percent as “Fair” to “Poor” (*Unfavorable*)

Analysis of DTIC Homepage Satisfaction Rating – Accessibility (Easy to Access Site)

FY 2003 Top 200 Users Survey	Favorable	Neutral	Unfavorable
Overall	78 %	21%	.9%
Librarian	77%	23%	0%
Technical Information Specialist	70%	20%	10%
Researcher/Analyst	80%	20%	0%

Fig 3.7

Appearance Overall Rating:

- 70.3 percent of users rated appearance as “Very Good” to “Excellent” (*Favorable*)
- 25.2 percent as “Good” (*Neutral*)
- 4.5 percent as “Fair” (*Unfavorable*)

Analysis of DTIC Homepage Satisfaction Rating – Appearance (How Does the Site Look)

FY 2003 Top 200 Users Survey	Favorable	Neutral	Unfavorable
Overall	70%	25%	5%
Librarian	65%	30%	5%
Technical Information Specialist	80%	10%	10%
Researcher/Analyst	100%	0%	0%

Fig 3.8**Ease of Use (Navigating the Site) Overall Ratings:**

- 58.9 percent of users rated navigation as “Very Good” to “Excellent” (*Favorable*)
- 33.9 percent as “Good” (*Neutral*)
- 7.1 percent as “Fair” (*Unfavorable*)

Analysis of DTIC Homepage Satisfaction Rating – Ease of Use (Navigating the Site)

FY 2003 Top 200 Users Survey	Favorable	Neutral	Unfavorable
Overall	60%	34%	7%
Librarian	55%	39%	6%
Technical Information Specialist	50%	20%	30%
Researcher/Analyst	80%	20%	0%

Fig 3.9**Organization Overall Rating:**

- 61.6 percent of users rated organization as “Very Good” to “Excellent” (*Favorable*)
- 31.3 percent as “Good” (*Neutral*)
- 7.1 percent as "Fair" (*Unfavorable*)

Analysis of DTIC Homepage Satisfaction Rating – Organization

FY 2003 Top 200 Users Survey	Favorable	Neutral	Unfavorable
Overall	62%	31%	7%
Librarian	58%	35%	6%
Technical Information Specialist	50%	20%	30%
Researcher/Analyst	80%	20%	0%

Fig 3.10

Content Overall Rating:

- 69.4 percent of users rated content as “Very Good” to “Excellent” (*Favorable*)
- 27.0 percent as “Good” (*Neutral*)
- 3.6 percent as “Fair” (*Unfavorable*)

Analysis of DTIC Homepage Satisfaction Rating – Content

FY 2003 Top 200 Users Survey			
	Favorable	Neutral	Unfavorable
Overall	69 %	27 %	4%
Librarian	65 %	30%	5%
Technical Information Specialist	60%	40%	0%
Researcher/Analyst	100%	0%	0%

Fig 3.11

Performance of DTIC Homepage by Top 3 User Groups:

Figures 3.12 to 3.14 depict the overall rating of various quality factors for the DTIC Homepage for the FY 2003 Top 200 Users Survey.

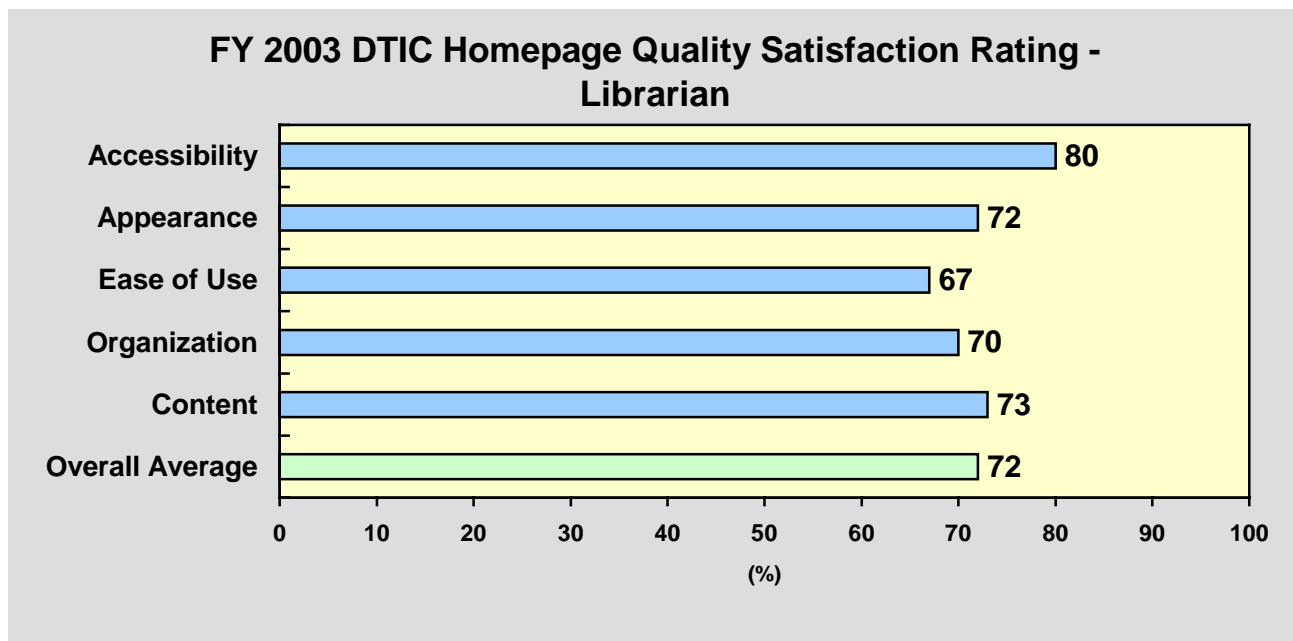


Fig 3.12

FY 2003 DTIC Homepage Quality Satisfaction Rating - Researcher/Analyst

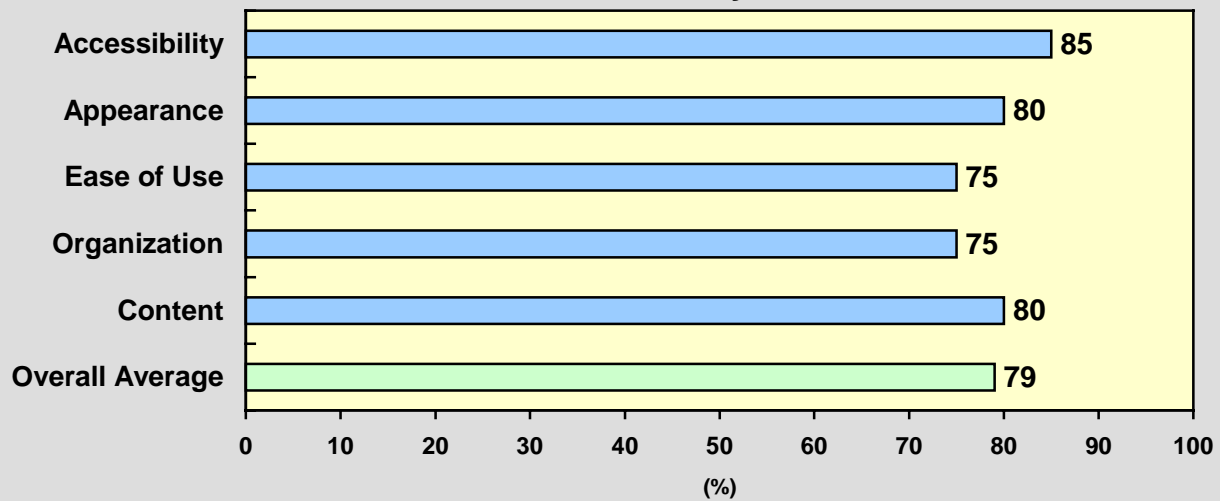


Fig 3.13

FY 2003 DTIC Homepage Quality Satisfaction Rating - Tech Info Specialist

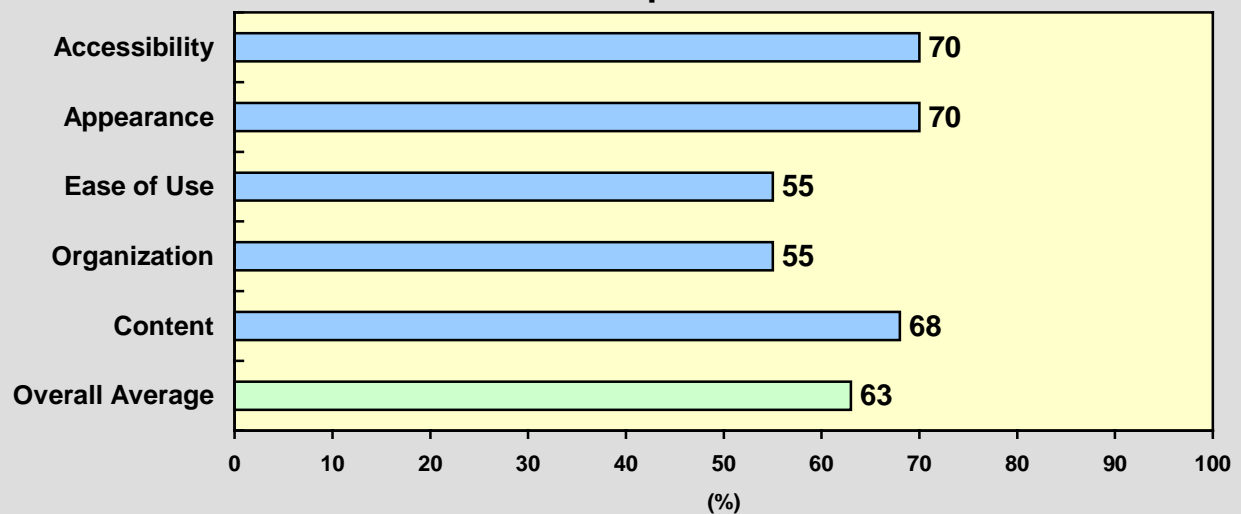


Fig 3.14

DTIC Homepage Usage

The majority of Top 200 users responding to the survey indicated they have accessed the DTIC Homepage in the past 12 months (90 percent). This reinforces the need for DTIC to have a state-of-the-art Web site.

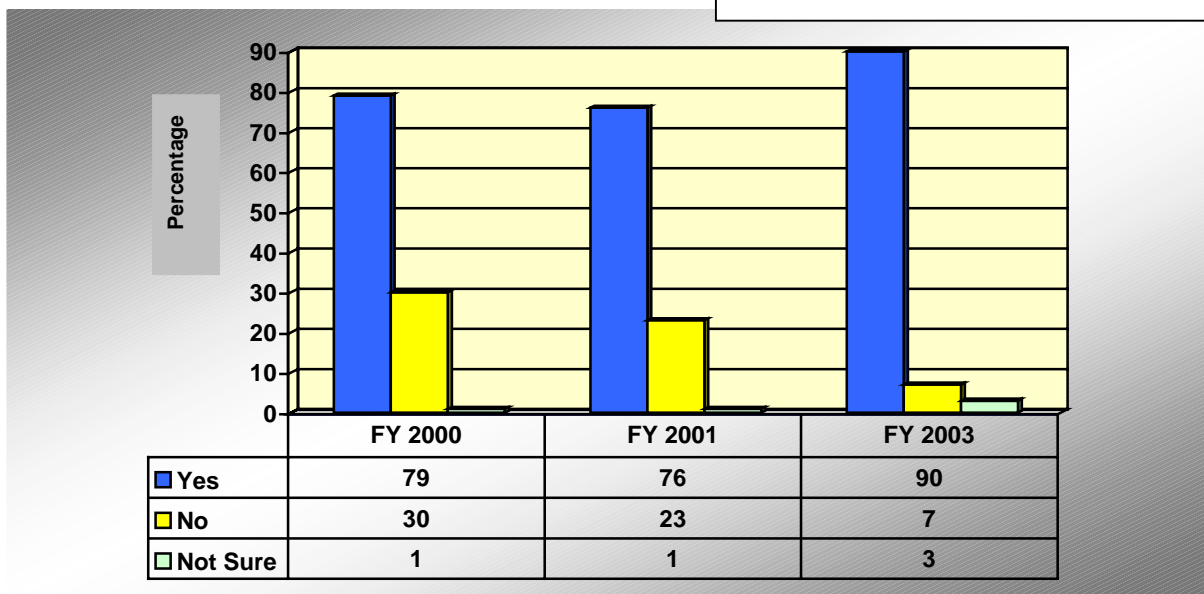
DTIC Homepage Usage

Fiscal Year	Yes	No	Not Sure
FY 2003	90 %	7 %	3%
FY 2002*	N/A	N/A	N/A
FY 2001	76%	23 %	1%
FY 2000	69%	30%	.7%

*Comparable data not available for FY 2002

Fig 3.15

Comparison of DTIC Homepage Usage



*Comparable data not available for FY 2002

Fig 3.16

For those users responding to the survey, a breakdown of DTIC Homepage usage is provided for the top 3 job positions.

Note: The 2002 top job positions in which the Top 200 Users survey respondents categorized themselves are (1) Librarian, (2) Technical Information Specialist, (3) Researcher/Analyst/Program Manager, and (4) Engineer. Both Researcher/Analysts and Engineers have the same score (5 percent). Since comparisons of the top 3 job positions have been reported in recent years, survey results are being reported for Librarians, Technical Information Specialists, and Researcher/Analysts in order to have comparable data. See **Part IV - Demographics** for details.

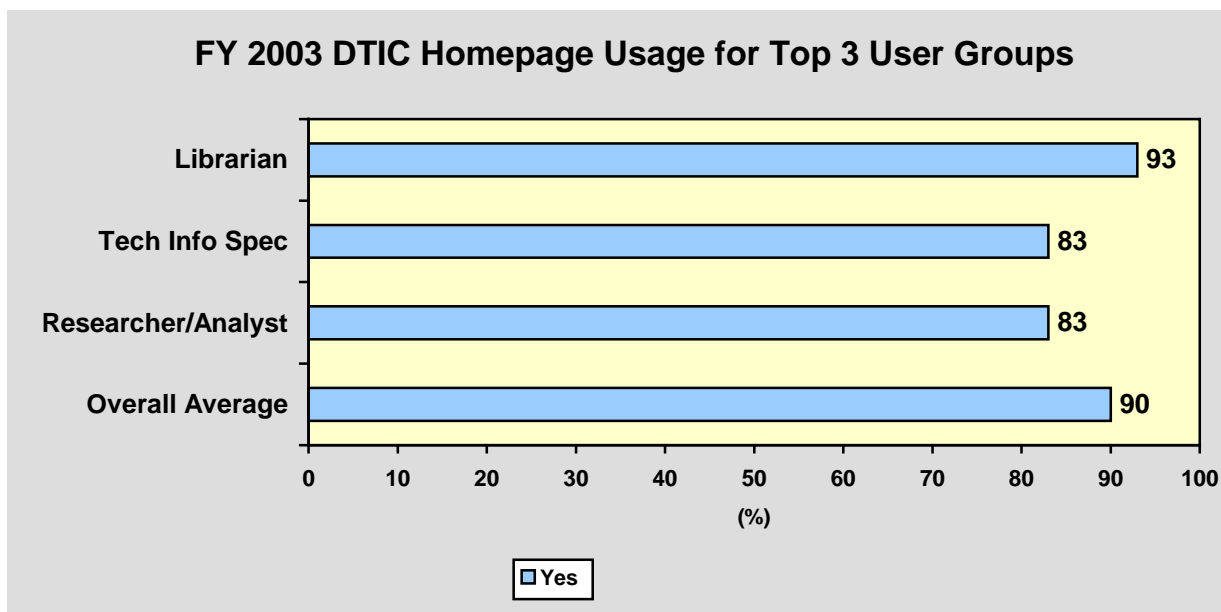
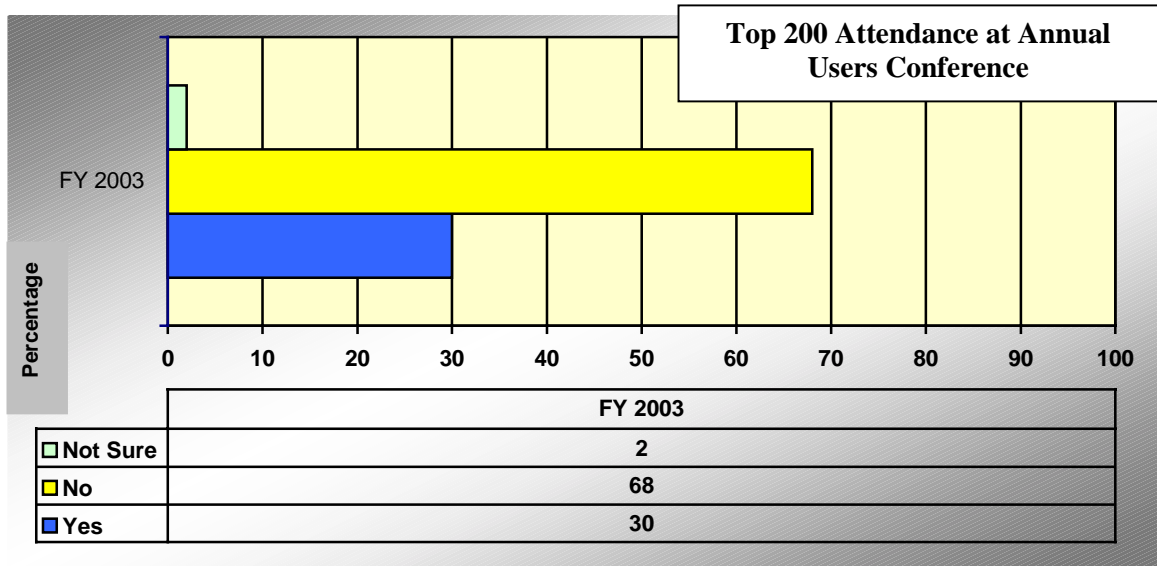


Fig 3.17

DTIC Annual Users Conference

The majority of Top 200 respondents to the 2003 survey reported that they have not attended an annual DTIC Users Conference in the past 3 years. According to write-in comments, some users reported others in their organization have attended the conference. Comparable data is not available for previous years. FY 2003 results are shown in Figure 3.18.



*Data not gathered for previous years

Fig 3.18

Of those Top 200 users responding to the survey, 69 percent said they found the conference valuable in terms of the information provided. Respondent counts for the top three user groups were too small to be further analyzed.

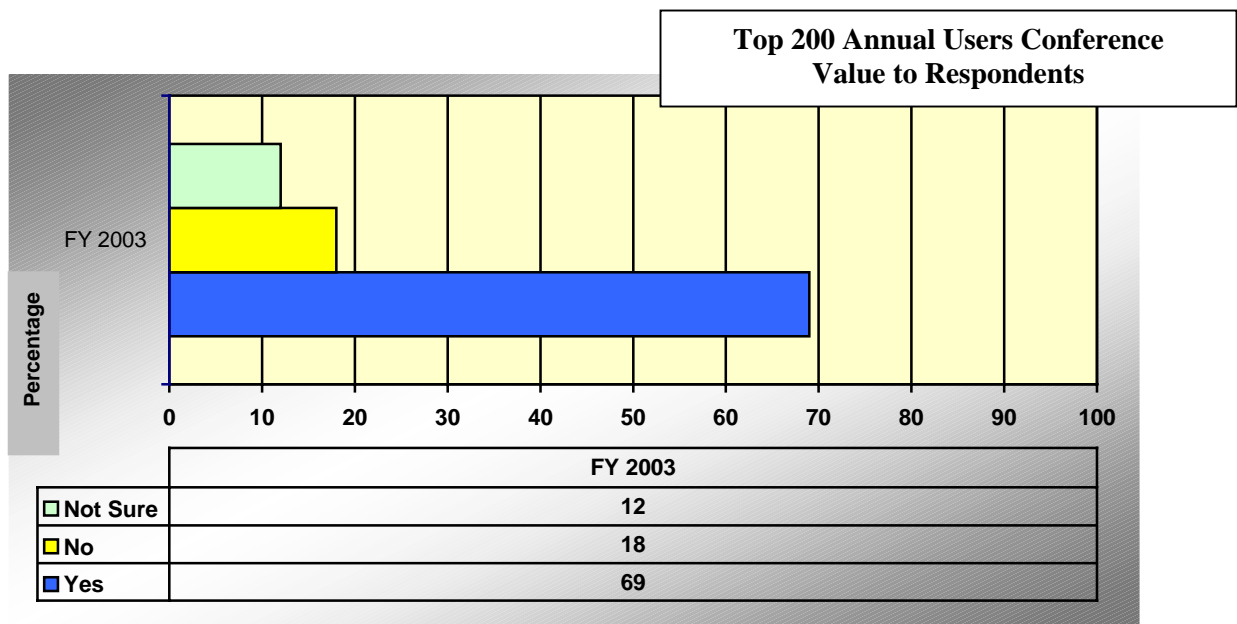


Fig 3.19

A Sample of Top 200 User Comments on the DTIC Annual Users Conference:

Several users mentioned budget constraints as the reason for not attending the annual conference. Also, several respondents mentioned they felt the conference could be shortened to 2 or 3 days or possibly held every other year. This might be helpful with attendance for those facing budget limitations. Holding regional conferences again was also mentioned.

Significant user comments regarding the annual conference are provided below:

- “Survey users regarding topics and speakers.”
- “I was a first time attendee in 2003. It was a good experience, and I feel that I understand DTIC much more than I ever could otherwise. One session, however, that could have helped me, as a newcomer, would be something that just explains the actual organizational structure of DTIC. I was not aware of how much DTIC actually has to do. Those of us at my workplace only use a small, but very important, portion of the products and services DTIC offers.”

Part IV: User Demographics

Job Position Status and Organization Type:

The customer profile in this survey represents 5 organizational groups and 7 job positions, the distribution of which is shown in Figures 4.1 and 4.2. Aspects of the 2001, 2002 and 2003 Top 200 User Surveys continue to show similar organizational status percentages, indicating that the majority of respondents (54 percent) were affiliated with the Department of Defense (DoD) community. Following at a close second is Industry (Government Contractors, Corporate, etc.). The Industry response rate was 14 percentage points higher than last year. Overall, the respondents' top 4 organizational types remain consistent from previously surveyed years.

User Organization Type			
Organization	FY 2001 Top 200 Users Survey	FY 2002 Top 200 Users Survey	FY 2003 Top 200 Users Survey
DoD-Military Services Agencies	57%	60%	54%
Gov't. Contract/Industry	33%	21%	35%
Non-DoD Federal Gov't.	5%	8%	5%
Academia: College/Univ.	5%	8%	4%
HBCU/MI	N/A*	0%	0%
Other	0%	3%	2%

*Data not gathered in previous survey

Fig 4.1

Responses for the top 3 job positions showed a similar pattern to those of previous surveyed years. This year, a majority of the respondents classified their job position as Librarian (73 percent). Following with 10 percent were the Technical Information Specialists. Researcher/Analysts and Engineers were listed as the next 2 job positions with 5 percent of respondents each. Overall, these findings continue to reflect no significant changes to job position from previous surveyed years. However, it is interesting to note the Researcher/Analyst respondents, who were asked to describe their current organization, all indicated they came from Industry. Librarians and Technical Information Specialists described their current organization as DoD.

Job Position	FY 2001 Top 200 Users Survey	FY 2002 Top 200 Users Survey	FY 2003 Top 200 Users Survey
Librarian	57%	71%	73%
Technical Info Specialist	12%	13%	10%
Researcher/Analysts/Program Manager	10%	4%	5%
Scientist	3%	4%	2%
Engineer	11%	0	5%
Contracting Officer	0	0	0
Resource Management/Financial/Budget Analyst	0	2%	0
Security	5%	N/A*	N/A*
Other	2%	6%	5%

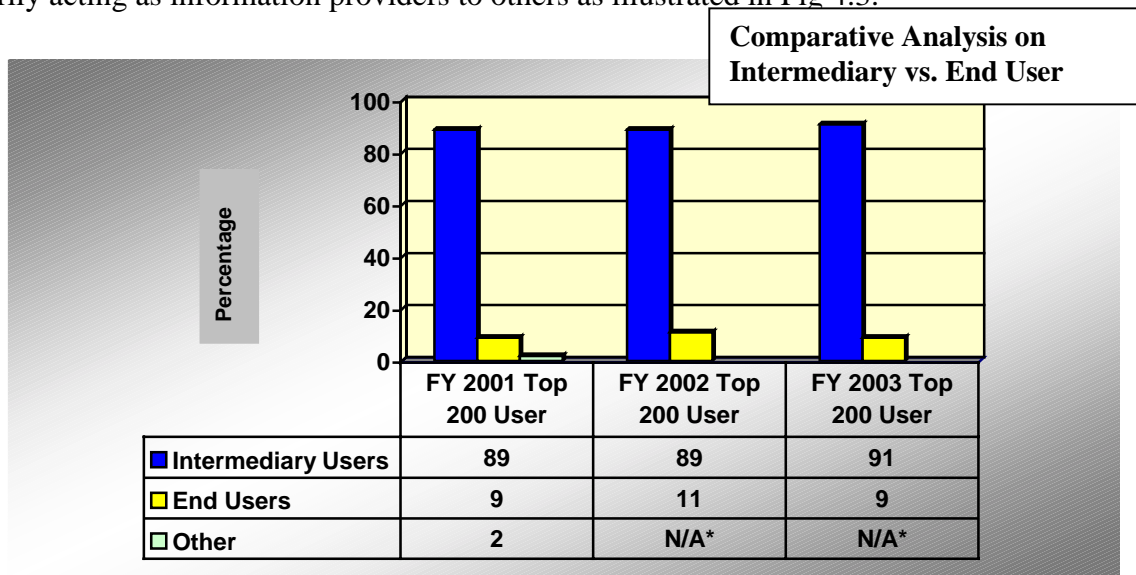
Note: Highlights indicate the Top 200 users job position of each surveyed year

*Data not gathered in previous survey

Fig 4.2

Intermediary vs. End Users:

The 2 categories listed in the chart below reflect areas on how DTIC users acquire scientific and technical information. The FY 2003 Top 200 Users Survey shows a continuing trend of our users primarily acting as information providers to others as illustrated in Fig 4.3.



Note: FY 2001 responses to this question differ slightly: four choices were available to respondents including a selection for "other." To incorporate comparable data for FY 2002 reporting, we combined each of FY 2001 responses of---"both end user and information provider" and "intermediary" for one response--Intermediary Users.

*Data not gathered in previous survey

Fig 4.3

Time as a Registered User:

The results from the 2003 Top 200 Users Survey show that the majority of respondents have been registered users for 6 or more years, which is also reflected in the 2001 and 2002 surveys. Librarians and Technical Information Specialists respondents represented the majority of “6 or more years” as registered users. Researcher/Analysts represented have been registered 3 to 5 years. The data displayed in Fig 4.4 below define respondents’ time as a registered DTIC user.

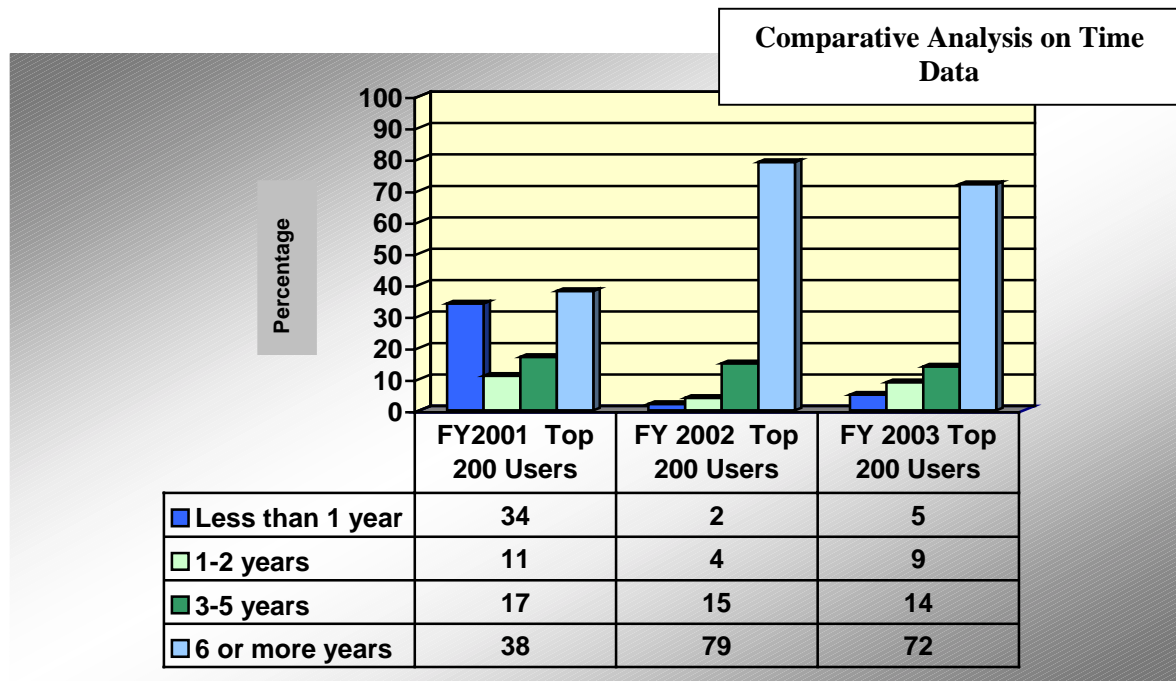


Fig 4.4

Part V: Communications, Access and Information Requirements

Information Needs:

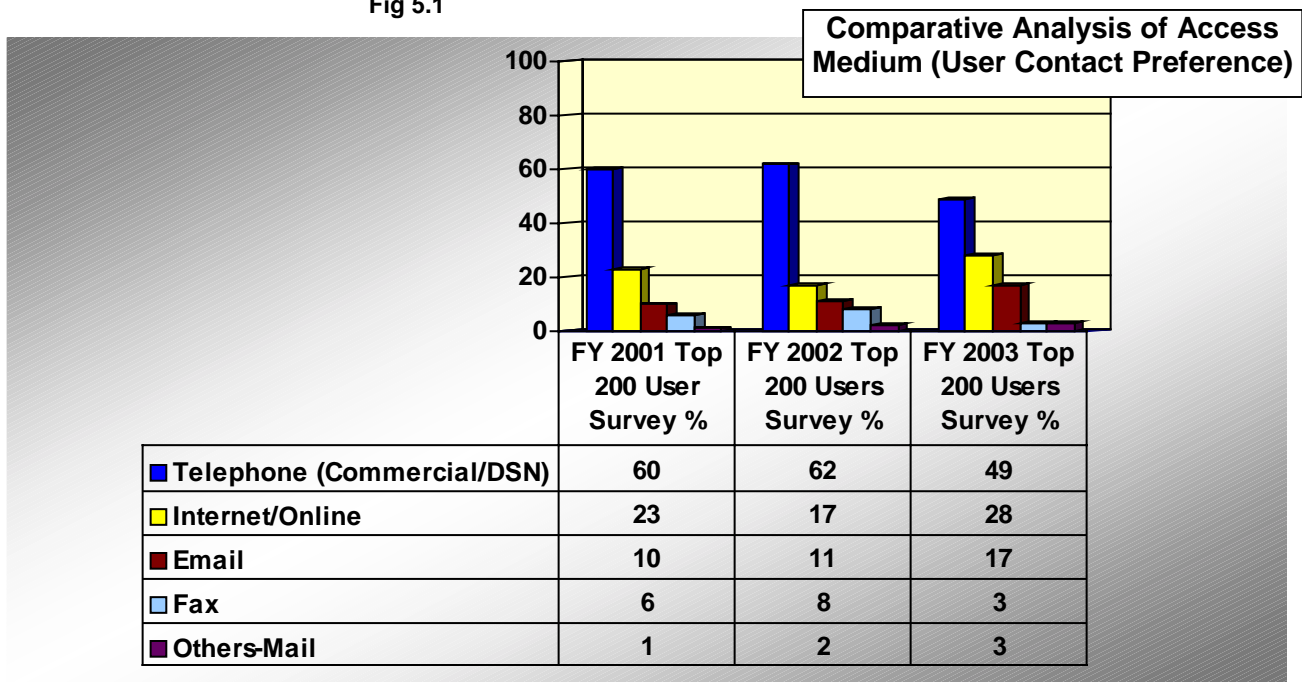
Eighty-nine percent of FY 2003 Top 200 respondents indicated a high level of satisfaction with their information needs being met by searching DTIC's collection. When queried, many users expressed a continual need for full-text online publications. See below the top 3 informational needs expressed by respondents in their written comments:

- Access to more full-text documents.
- Warfare/Weapons: explosives chem./bio, missiles, foreign weapons systems, aircraft survivability, high power microwave weapons.
- DTIC to become more proactive in acquiring new documents.

Communication Preferences and Satisfaction:

Aspects of the 2001, 2002, and 2003 Top 200 users survey findings continued to show similar patterns of communication preference. Although there was a sharp decline in respondents choosing to use telephones (49 percent), the telephone remains the preferred communication method for the past 3 years. It should be pointed out that there was an increase in preference for electronic communications this year. There was a notable increase when you combined the numbers for the electronic communications (e-mail and Internet). Forty-five percent of 2003 Top 200 respondents preferred the electronic medium in comparison to last year findings of only 28 percent. See Fig 5.1 below for more details .

Fig 5.1



Effectiveness of Corporate Communications:

When users were asked how effective DTIC marketing communication efforts are, the majority of respondents (83 percent) revealed that DTIC does an adequate job in communicating information about new changes in and/or enhanced products and services offerings, etc. This finding is basically consistent from previous survey years. However, it should be noted that only 78 percent of respondents indicated that DTIC did an adequate job in getting training information out to users effectively, whereas the 2002 survey reflected a rating of 90 percent. This may be because we have been unable to print brochures and announcements.

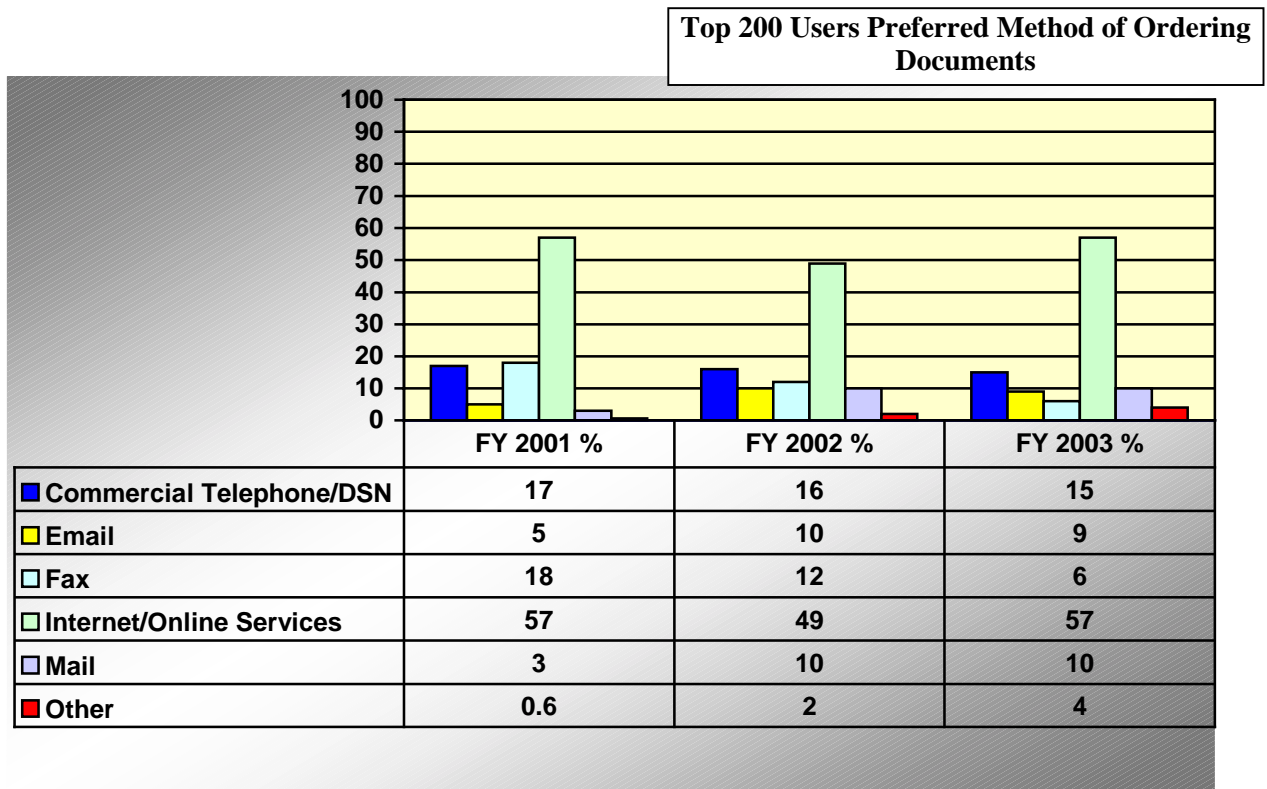
Comparative Analysis on Effectiveness of Corporate Communication

FY 2001 Top 200 Users Survey	Strongly Agree or Agree	Strongly Disagree or Disagree	No Opinion
New Product/ Service	92	2	6
Product /Service Changes	91	6	3
Submitting Documents	63	7	30
Training Opportunities	87	0	13
Ordering Documents	93	0	7
System Disruptions/Downtime	82	2	16
Overall Rating	85%	3%	12%
FY 2002 Top 200 Users Survey	Strongly Agree or Agree	Strongly Disagree or Disagree	No Opinion
New Product /Service	94	2	4
Product/Service Changes	90	2	8
Submitting Documents	68	27	7
Training Opportunities	90	8	2
Ordering Documents	92	6	2
System Disruptions/Downtime	92	6	2
Overall Rating	88%	8%	4%
FY 2003 Top 200 Users Survey	Strongly Agree or Agree	Strongly Disagree or Disagree	No Opinion
New Product /Service	90	4	6
Product /Service Changes	87	7	6
Submitting Documents	65	6	30
Training Opportunities	78	6	16
Ordering Documents	92	4	4
System Disruptions/Downtime	87	2	11
Overall Rating	83%	5%	12%

Fig 5.2

Preferred Method of Ordering Documents:

Users responding to the FY 2003 Top 200 Users Survey reported the following regarding preference when ordering documents from DTIC:



Note: % Total may not equal 100%

Fig 5.3

Internet/Online Services are still the preferred medium for ordering documents as it has been for the past three years. Commercial telephone ordering has basically remained constant over the same time period.